

## CLAIMS

I claim:

1. A method comprising:  
providing a readable resource;  
defining a human-readable resource designator that can be used to access information associated with the readable resource;  
defining a computer-readable resource designator that can be used by a computer to automatically access said information; and  
associating, on the readable resource, the human-readable resource designator and the computer-readable resource designator.
2. The method of claim 1, wherein said providing comprises providing one or more Web-accessible resources.
3. The method of claim 1, wherein said providing comprises providing one or more resources that are not Web-accessible.
4. The method of claim 1, wherein said defining of the human-readable resource comprises defining a URL.
5. The method of claim 1, wherein said associating comprises printing the designators on a paper.
6. The method of claim 1, wherein said associating comprises printing the designators on a Web page.

7. The method of claim 1, wherein said associating comprises placing the designators on a media other than printed paper.

8. The method of claim 1, wherein said defining a computer-readable resource designator comprises defining a designator that is not human-readable for purpose of accessing said information.

9. One or more computer-readable media having computer-readable instructions thereon which, when executed by one or more processors, cause the one or more processors to:

define a human-readable resource designator comprising a URL that can be used to access a Web page;

define a computer-readable resource designator associated with and corresponding to the URL that can be used by a computer to automatically access said Web page; and

associate the human-readable resource designator with the computer-readable resource designator in a manner such that if the Web page is printed, individual designators appear thereon.

10. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define different designators.

11. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define an integrated designator that includes both a human-readable portion and a computer-readable portion.





23. The system of claim 20, wherein said computer-readable resource designator comprises a bar code.

readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator.

31. The system of claim 30, wherein said at least one computer-readable resource designator comprises a scannable designator.

32. The system of claim 30, wherein said at least one computer-readable resource designator comprises plural scan lines.

33. The system of claim 30, wherein said at least one computer-readable resource designator comprises a bar code.

34. The system of claim 30, wherein said at least one human-readable resource designator comprises a URL.

35. A system comprising:

one or more readable resources each of which comprising a human-readable resource designator and a computer-readable resource designator associated with and corresponding to the human-readable resource designator;

the computer-readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator;

one or more servers configured to receive requests for resources associated with both the human-readable resource designator and the computer-

readable resource designator, and return requested resources to one or more computing devices; and

a data store for holding resources that can be requested by one or more computing devices.

36. The system of claim 35, wherein the human-readable resource designator comprises a URL.

37. The system of claim 35, wherein the readable resource comprises a printed piece of paper.

38. The system of claim 35, wherein the readable resource comprises a printed Web page.

39. The system of claim 35, wherein the readable resource comprises a media other than paper.

40. The system of claim 35 further comprising one or more computing devices configured to read computer-readable resource designators and request resources associated with individual computer-readable resource designators.